

# APPLE Special SATURDAY

Fancy York Imperial Washington pack \$1.35 per box  
Black Twig, Roman Beauty, Arkansas  
Black, Winesap and Gano at reduced  
prices--less than cost  
Our Loss Your Gain We Have too Many Apples  
**MALLERY GROCERY CO.**

## THE ALLIANCE HERALD

JOHN W. THOMAS, Editor  
LLOYD C. THOMAS, City Editor

Published every Thursday by  
**THE HERALD PUBLISHING COMPANY**  
Incorporated

Lloyd C. Thomas, President J. Carl Thomas, Vice Pres.  
John W. Thomas, Secretary

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### NOT A USELESS EXPENDITURE

A publisher in a western state recently intimated that some of the merchants of his town had been busying themselves in an attempt to organize the business men of the town for the purpose of cutting out all advertising in the local papers by common consent on the ground that it was a useless and worthless expenditure. While we do not believe that there is the slightest danger of any such thing ever being done it is interesting to speculate on what would be the consequences if such a thing should come to pass.

The local paper is the index of the public spirit, financial and moral conditions and the general welfare of every community and the criterion by which it is judged by all outside people. If any difference this story is told more strongly in the advertising columns of the paper than in the news columns. A local paper well patronized by the local tradesmen whose advertisements are newsy, breezy, and in season and up to date, telling of their goods and wares—the newest things, the best things, and their prices, is an infallible indication of a good town, public-spirited people and progressiveness of the highest type and the best kind. On the other hand suppose the local merchants do not advertise in the local papers. They must have advertising to live. It follows as a necessity that they must take any kind of a cheap proposition they can get—patent medicines, whisky ads, mail-order displays, gun and bicycle offers—the paper presents a sorry appearance, you read poverty in every line and between the lines, there is no evidence of prosperity (and there is none) and no public spirit, and the homeseker who reads the paper will shun the town as sure as he would shun the bubonic plague.

On the other hand, suppose the local paper should begin whooping it up for the mail-order houses and tell the people how much they would save by patronizing them. How long would it be before grass would grow in the streets and half the merchants would go out of business. You can readily see there are two sides to this question.

No worthy newspaper publisher is willing to consider advertising patronage in the nature of an act of charity or even a donation. He knows, as also does the merchant, that space purchased at a reasonable price, rightly and intelligently used, is more than worth the cost. There are few publishers that do not strive earnestly to promote the best interest of every enterprise or industry in the community. They earn every cent they get and their service is worth much more to the community. The best advertisement any town can have is a real live newspaper well patronized by local people and don't make the mistake of expecting too much for a nickel.—Publishers' Auxiliary.

### THREE GOOD ORDINANCES

The three proposed ordinances for the City of Alliance, submitted by the Alliance Commercial Club to the mayor and city council, which are published elsewhere in this issue of The Herald, deserve the serious consideration of our "city dads". The ordinance on ashes and ash pits provides that no person shall leave any ashes on any street or alley or public park and that all ashes shall be kept secure in a covered metallic vessel or fire-proof vault and that all ashes be thoroughly wet down before being removed. A serious problem in Alliance is the disposition of ashes. In our so-called "windy" climate they are often found in our neighbor's yard or scattered from one side of a street to the other.

"Swat the Fly" is now a national slogan and is being put into practice by every town and municipality in the country that has any civic pride. The ordinance providing that one or more fly traps shall be kept by every grocery store, dairy, butcher, produce store, fruit stand, bakery, ice cream stand, drug store, livery or private stable and any other place of business that attracts flies, if observed in Alliance, would result in the killing of several millions of flies during the fly season. Just why drug stores are included in this ordinance we do not know, as we had supposed that most drugs were harmful to flies. The providing of a fly trap would not be expensive and would undoubtedly help prevent the spread of disease. Our sister city of Scottsbluff is just recovering from an epidemic of typhoid fever, the cause of which is not known. Flies have been known to help spread a disease of this kind.

Now that Alliance has been designated a city of the first class, with a population of over five thousand, the erection of new buildings in the city should be given more consideration. The club proposes that a permit shall be granted before a building or an addition to a building can be erected, said permit to cost one dollar for each thousand dollars cost of the building. This is recognized as needful, it being necessary that the owner of the proposed addition or building show that the same will be in accordance with the city laws.

### TWENTY-EIGHT YEARS IN BUSINESS

A. B. Wood, proprietor of the Gering Courier, celebrated his 28th year in business at Gering on Tuesday of this week by a formal opening of the new Courier building. Music and light refreshments were on the program and a beautiful anniversary calendar was the souvenir. Brother Wood is to be congratulated on his long and successful career as a newspaper man in the thriving town of Gering.

## REPORT OF THE CONDITION OF THE Alliance National Bank

at Alliance, in the  
State of Nebraska, at the Close of Business, May 1, 1915

RESOURCES	
1. (a) Loans and discounts (notes held in bank) \$303,799.27	
Total loans	\$303,799.27
2. Overdrafts, unsecured	166.44
3. (a) U. S. bonds deposited to secure circulation (par value)	50,000.00
(b) U. S. bonds pledged to secure U. S. deposits (par value)	15,000.00
(c) U. S. bonds pledged to secure postal savings deposits (par value)	8,000.00
(f) Premium on U. S. bonds	2,227.50
Total U. S. bonds	75,227.50
5. Subscription to stock of Federal Reserve bank	\$6,000
(a) Less amount unpaid	3,000.00
6. Banking house	20,000.00
8. Due from Federal Reserve Bank	3,376.21
9. (a) Due from approved reserve agents in New York, Chicago, and St. Louis	6,952.30
(b) Due from approved reserve agents* in other reserve cities	26,610.15
10. Due from banks and bankers (other than included in 8 or 9)	3,989.65
11. Checks on banks in the same city or town as reporting bank	8,139.18
13. (b) Fractional currency, nickels and cents	143.00
14. Notes of other national banks	60.00
Lawful money reserve in bank:	
16. Total coin and certificates	11,812.95
17. Legal-tender notes	1,930.00
18. Redemption fund with U. S. Treasurer (not more than 5 per cent on circulation)	2,500.00
Due from U. S. Treasurer	5.00
Total	\$467,711.65
LIABILITIES	
1. Capital stock paid in	\$ 50,000.00
2. Surplus fund	50,000.00
3. Undivided profits	9,186.70
Less current expenses, interest, and taxes paid	6,291.19
4. Circulating notes	50,000.00
7. Due to banks and bankers (other than included in 5 or 6)	9,553.86
9. Demand deposits:	
(a) Individual deposits subject to check	130,198.83
(b) Certificates of deposit due in less than 30 days	39,757.65
(c) United States deposits	15,276.18
(f) Postal savings deposits	2,108.58
10. Time deposits:	
(a) Certificates of deposit due on or after 30 days	109,836.40
(c) Deposits subject to 30 or more days' notice	8,084.64
Total	\$467,711.65

State of Nebraska, County of Box Butte, ss:  
I, F. W. Harris, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.  
F. W. HARRIS, Cashier.

Subscribed and sworn to before me this 6th day of May, 1915.  
B. F. GILMAN,  
(SEAL) Notary Public.

Correct—Attest:  
F. M. KNIGHT,  
F. E. HOLSTEN,  
R. E. KNIGHT, Directors.

### LOCAL ITEMS

#### Fresh fish at Rodgers' Grocery.

Ed Marks left Wednesday for a business trip to Thedford, Whitman and Ellsworth.

John Lawrence, Sr., returned Friday noon from a visit of five months and twenty days in California. He reports a very pleasant winter stay but is glad to get back to Box Butte county.

Fred M. Hoover was in town the first of the week, attending to business matters.

Earl Hulme, formerly an employee of the city electric light department, who left here to engage in business in North Dakota, has returned again and will make his home here. He left North Dakota some time ago and has been living in Oklahoma since.

E. L. Lovenburg, cashier of the Angora State Bank, was in Alliance between trains Wednesday.

#### Fresh fish at Rodgers' Grocery.

Secretary W. D. Fisher of the Alliance Commercial Club, is in Lincoln attending the state convention of commercial clubs. He will return Friday.

Attorney B. F. Gilman has been seen out driving a new Buick auto, purchased from Ward B. Norton.

H. E. Culbertson, master mechanic of the McCook division, is in Alliance today.

W. M. Sauerbrunn, manager of the telegraph office, is taking a week's vacation visiting his relatives in Ft. Dodge, Ia. Second trick wire Chief Tynan is in charge of the office.

#### Fresh fish at Rodgers' Grocery.

The Phillips Rooming House, at 125 West Second street, is being re-

modeled. New electric lights and plumbing are being installed.

Attorney B. F. Gilman has been seen out driving a new Buick auto, purchased from Ward B. Norton.

Tom Spencer the popular traveling man, is having an addition built on his house, at 920 Box Butte avenue.

Has a Bad Hand  
Val Fetty, who was burned in the gasoline stove explosion at the Newberry store Saturday morning, is suffering severely from the hand and arm which were burned. It is feared that there is danger of blood poisoning.

### NEW PHONE MANAGER

P. D. Gleason of Lexington Succeeds A. O. Sheaff as Manager of the Local Phone Exchange

O. A. Sheaff, who came to Alliance December 1 from Fullerton, Nebraska, to take the position of manager of the Alliance exchange of the Nebraska Telephone Company, has resigned and left Monday noon for his former home at Fullerton where he will go into business with his father, who has a prosperous implement business. Mr. Sheaff was with the Nebraska Telephone Company for five years and was considered efficient and a valuable man for the company. Although in Alliance only a short time he made many friends here.

P. D. Gleason, who has been manager of the Lexington exchange for the company for some time and who was formerly with the company in Omaha, arrived Monday morning to succeed Mr. Sheaff as local manager. He is a competent man and will handle the local exchange in a satisfactory manner to its patrons. Mr. Gleason expresses himself as being well pleased with Alliance. Mrs. Gleason and child are expected the last of this week.

## Phelan Opera House 10 MONDAY, MAY

### THEY'RE COMING

The Mirth Making  
Monarchs

**RICHARDS & PRINGLE'S**  
FAMOUS  
**GEORGIA MINSTRELS**

**30 FAMOUS FUNNY FELLOWS**

Not the Make Believe but the Real

A Big Ensemble of the World's  
Greatest Comedians

## Big Street Parade at Noon

**Screen Time!**  
Swat the Fly  
OR BETTER YET  
PUT ON  
**SCREEN DOORS**  
AND KEEP THEM OUT  
We Have All Sizes and Kinds  
**Forest Lumber Co.**  
GEO. A. HEILMAN, Manager Phone 73

C. A. Currie, formerly manager here and now employed out of the Grand Island headquarters, was in Alliance Monday and attended to the transfer here. Mr. Currie visits Alliance occasionally on business trips through the territory.

### Unlooked for Sporting Event

A sporting event that was not on the calendar was pulled off in Alliance Wednesday night in a way that would make Jack Johnson and Jess Willard look sick. The title of the little play was "Ole Martin vs. Mickey McFadden in One Round". Ole Martin claims that he was not given enough time to recover from the right to the eye that knocked him out, as he wanted to get the gloves and strip, after he came out of the coma into which he was thrown when his eye came in contact with Mickey's right swing. Ole had to spend fifteen cents for beefsteak and

### Saloon Licenses Granted

At the special meeting of the city council held at the city hall Friday evening, April 30, in addition to the saloon licenses, pool hall licenses were granted to Henry Keiser for six tables, and to W. F. Crane for five tables. The license fee is ten dollars per table per year. Mayor Romig advised the men to be particularly careful in seeing that no minors were allowed to play and that bad language was not used in the pool halls.

A. E. Nelson is having an addition built on his house at 404 Toluca avenue.